

P4SP website service provider tender

Questions and answers

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1. Are you wishing to keep the old (current) content and migrate, or start fresh?

We will keep most of the existing web content. We want to update some of the ‘about us’ content, refresh our photo selections, and have a new look and feel to apply to the refreshed website.

Here is our current thinking on the structure of the refresh website, including new/updated pages.

- Homepage
 - Latest news, publications, events
 - Feature content
 - About P4SP
 - Sign up to newsletter – *NEW form*
- About P4SP
 - What we do
 - Where we work
 - How we can help / support for neighbouring countries
 - Our team – *NEW page*
- SP explained
 - What is SP?
 - SP in the region – Fiji, Kiribati, Tonga, Vanuatu – *revise interactive graphics and add 3 more country pages (Samoa, Tuvalu and Nauru)*
 - GEDSI in SP – *NEW page*
 - Adaptive/climate responsive SP – *NEW page*
- Blog / news – *NEW page. Remove news articles from resources page and provide more layout options*
- Resources – include filter options by country, type and theme. All results should include the title, and type. *Update page layout.*
 - Publications
 - Webinars
 - Infographics
 - Posters
- Learning and events
 - About our training
 - Upcoming and past events e.g. webinar recordings – *NEW page*
 - eLearning courses – *update with minor improvements, including adding a registrations page*

- Work with us
 - Jobs
 - Tenders
- Contact
 - Contact us form – *include dropdown list for different enquiries*

2. What are the current pain points with the existing website's functionality or performance?

Design and accessibility

- The website design is now over three years old, so it feels a bit outdated and text heavy.
- Responsive design – the text should stay the same size when a browser is resized.
- We don't like how the text is full width on a wide browser. Would prefer to limit text width e.g. to 800 px.
- The heading hierarchy for text is incorrect, making it hard for people using screen readers. External links are also not marked as such, which impacts website accessibility.
- The page title is repeated twice, sometimes three times on a page, so we want to remove that duplication.
- The header image is too large on resource pages, taking up too much space at the top of a page, and we can't change the image size.
- The website uses Wagtail CMS, which has limited formatting options available (e.g. only H1, H5 and body text options). We have no problem with continuing with Wagtail CMS but would like more formatting options, particularly for our blogposts.

Homepage

- Some of the content feels buried on the website, so we'd like more feature content on the homepage.
- The homepage is static, so we'd prefer a more dynamic homepage that includes more feature content e.g. publications, blogs, events, etc.

Events and learning

- There is no information on past or upcoming events, so we'd like to set up individual event pages that website visitors can then search.
- There is no training registration page on the website.

Social protection in the region

- We're not sure how effective the interactive graphic is on the country pages, so we'd like to look at other ways to convey this information.

Resources

- The resources page feels hard to navigate, so we would prefer a new layout for the main resources page.

- The child resource pages (that sit under the parent resource page) have little information, so we'd like to add more content, including the publication title, category, date, thumbnail, download link/button, abstract, citation, tags, sharing buttons, and related content.
- We'd like blogs and news articles moved from the resources page to its own news page.

3. Do you have a target budget (range/threshold) in mind? This will help us prioritise features and recommend the most cost-effective approach.

We don't have a target budget in mind; however, we want a lighter-touch refresh rather than a large-scale refresh.

4. Where is the current website hosted? Are there any particular issues with this hosting provider you're wishing to avoid?

The P4SP website is currently hosted through our existing website service provider. There are no issues with this hosting provider we're wishing to avoid.

5. For the eLearning functionality: are you looking to migrate existing courses with minor improvements, or would you prefer a complete redesign optimised for user experience?

We are looking to migrate the existing courses with minor improvements, for instance to improve accessibility.

6. Beyond what's outlined in the ToR, are there any additional features you'd like added, or existing features you'd like removed?

Additional features we'd like added to the website:

- Enable landing pages for campaigns – e.g. for major publications – so all related content can be on one page (e.g. publication, briefs, blog, etc).
- Add a newsletter sign up form to the website.
- Include a sign up form on events page for people to be notified of future events and courses.
- Update contact form so there is a drop-down list to indicate different types of enquiries e.g. media, general, country support, training, etc.

There are no existing features we want removed.

7. Who are your primary audience segments, and are there any specific user journeys you want to prioritise?

Our audience segments include:

- Countries in the Pacific island region, including ministry staff - primary
- Social protection practitioners, academics - primary
- DFAT colleagues and staff - secondary
- Development partners - secondary
- General public – includes visitors who speak English as a second language - tertiary

There are no specific user journeys we want to prioritise.

8. What does 'success' look like for the refreshed website? (traffic goals, engagement metrics, etc)

We will work with the website service provider to develop success metrics for the refreshed website. Our focus is having a website that users, including those with accessibility requirements and in low-bandwidth environments, can easily navigate to find the information they need. We also want to present website visitors with more related content, to encourage them to engage with our content and stay on the website longer.

9. What is meant by “secure shared server” in Section 2.2.3 of the ToR? We’re unsure whether this refers to a secure multi-tenant hosting setup (such as cloud or managed hosting with isolation and standard security controls like a WAF and firewalls), or if a more traditional shared hosting environment is intended.

We want a secure hosting environment that offers value for money based on our website needs and traffic, and meets Australian Government standards for data security. We are open to your recommendation on the option that’s right for us.

10. What is the expected setup for the learning materials and eLearning courses referenced in the ToR? Specifically, should these be structured in a more formal course-style format similar to what tertiary institutions use (e.g., courses,

modules, progress indicators), or is a simpler arrangement of categorised learning resources sufficient?

We have an existing eLearning course format, so we are happy to continue using this format. That said, we are open to discussing minor improvements and formatting tweaks for the eLearning courses. Our focus is on having learning materials that are easy to understand and simple to navigate, including in low bandwidth contexts, as a lot of our users speak English as a second language and are based in countries across the Pacific.

11. Should the private content requirement be set up as separate areas for different groups (for example, one area for consultants and another for training participants), where each group can only see its own materials? Or are you expecting just a few general password-protected pages without separating users into different groups?

Currently, we have two password-protected pages, whereby we host private materials for our consultants. We would also like to explore the option to have training materials (e.g. PowerPoint presentations) saved on event pages that are only accessible to training participants.

12. What are the required web host requirements for storage size and RAM?

Please use your best estimate based on a small to medium website that is designed to operate smoothly in low bandwidth environments.

13. Do you have any estimates for the expected website traffic per month?

In the last 12 months, there were 4,764 users and 16,463 views, resulting in a monthly average of 397 users and 1,372 views.

14. Will P4SP be supplying all site content (written copy, infographics, videos, and other media)?

Yes, P4SP will supply all the site content.

15. Is unmoderated user testing acceptable, or do you require live, moderator-led testing sessions?

Yes, unmoderated user testing is acceptable.

16. Do you have an example or reference website that reflects the scale and features you expect for this project?

The website will remain very similar to the existing website, except for a few new pages and forms.

17. Have you defined the key audiences the website will serve, and can you indicate their relative importance (primary, secondary, tertiary)?

Refer to Question 7.